



handed out; shelf signs will point the way to BVIs, and store employees will be ready to answer customer questions. Simply put, a Best Value Item sign means that product has been identified as the best price available on grocery shelves anywhere.

The program responds to customer demand for more price savings. The commissary system is making an effort to encourage single shoppers, military families and retirees on fixed incomes to take greater advantage of their benefit.

Commissary store directors will be working hard to make sure military shoppers get the best prices without the hassle of having to research prices at the commissary - or at stores outside the gate.

DeCA has identified popular products and sizes to kick off the program, but shoppers can expect to see changes in the products marked as BVIs every time they shop. Frozen and chill products will be added this summer according to DeCA officials. And today's BVI might not be tomorrow's. Product selection and variety will change rapidly in a continuing effort to drive commissary prices down even further.

The Best Value Item program is not just "another" commissary promotion. As the Best Value Item program evolves, customers will also get more help in spotting BVIs. This fall, flashing shelf lights will point the way to value on commissary shelves. Best Value Items will be hard to miss.

"Make no mistake," said Courter, "this is an ongoing program that has the commitment of the entire agency behind it. We want every customer to understand that products marked as 'Best Value Items' are indeed the best prices. Period."

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